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QUARTERLY NEWSLETTER

FROM THE OFFICE OF THE CITY MANAGER | VOL. I, NO. 1 | FEBRUARY, 1976

Controversy Continues Over The Traffic Management Plan

Barricades and traffic diverters are settled into place. Motorists and pedestrians are adapting to available routes through the City. The initial deluge of mail and public concern has subsided. But the controversy over Berkeley's unique Traffic Management Plan continues.

Proponents call the plan the first feasible measure undertaken by urban dwellers to reduce the negative impact of the automobile on the quality of life in the City. Opponents claim the plan will only add to the problem by increasing travel time and thereby creating greater noise and pollution.

Regardless of their persuasion, few citizens remain unaffected.

The plan grew out of a firmly established City policy, officially adopted in the 1968 Master Plan, which calls for a de-emphasized role of the automobile in Berkeley. Currently being updated and strengthened, this policy states that the automobile and its paths must adapt to the needs of the community.

Given this strong mandate, citizens and City officials spent many months examining ways this might be accomplished. Clearly Berkeley does not exist in a vacuum, nor is the problem merely one of automobile usage. If there is to be a de-emphasis of the automobile then alternative forms of transportation must be developed. But as long as the automobile is the most convenient mode of transportation, the impetus to develop alternatives will be slow.

The current City transportation plan seeks to address the problem in three stages:

1) Begin immediately to deal with the problem of traffic in the neighborhoods since that is within both the jurisdiction and the financial resources of the City (i.e., the Traffic Management Plan);
2) Concurrently, begin planning for a transit network that will meet the transportation needs of Berkeley and its citizens (the Transit Development Project); and
3) Consider the attendant problem of parking and establish appropriate policies and guidelines.

Continued on next page

INTRODUCTION

This is the first issue of the City of Berkeley Quarterly Newsletter. Its purpose is to provide relevant, factual data on policies, programs and activities of City government. Its goal is to facilitate a more open exchange among City employees and between Berkeley residents and City Hall.

Comments, questions and suggestions are encouraged and can be addressed to:

QUARTERLY NEWSLETTER
Office of the City Manager
City Hall, 2134 Grove Street
Berkeley, CA 94704

The traffic diverter is now a part of Berkeley's daily life.

BERKELEY BUDGET

The coming fiscal year is expected to be a difficult one for the City financially as the future of Federal General Revenue Sharing is uncertain and rising costs from inflation are exceeding increases in revenues.

In addition to detailing financial information in the conventional budget, the City is in the process of preparing financial information for display in a program budget format. This means that in addition to departmental allocations, City expenditures will also be grouped by program or service area, regardless of the department in which the service is located. The goal is to make the budget more easily understandable and to make it easier to see where City dollars are being spent.

January 12, 1976

BERKELEY BUDGET

On October 8, 1975, the City Council adopted the Fiscal Year 1975-76 Budget. The following allocations were made:

Department Allocations	Adopted Budget	Percent of Total
Auditor	$ 296,180	.6%
City Clerk	147,733	.3%
City Manager (including CETA-Administration and CETA-Community Contracts)	3,568,448	7.0%
Comprehensive Planning	463,931	.8%
Finance	1.620,336	3.0%
Fire	3,542,614	7.0%
Housing and Development	2,462,131	5.0%
Legal	191,047	.4%
Library	1,878,361	4.0%
Mayor and Council	199,730	.4%
Personnel	422,179	.8%
Police	5,066,824	10.0%
Public Health	3,160,145	6.0%
Public Works	10,211,677	19.2%
Recreation, Parks and Community Services (including Community Agency Funding)	6,852,546	13.0%
Transportation	1,024,121	2.0%
Non-Department Allocations		
Transfers Account (restricted, but unallocated funds)	4,525,085	9.0%
Miscellaneous and Fixed Expenses (bonds, insurance and fringe benefits)	1,488,362	2.0%
Pensions	4,754,558	9.0%
Bond Interest and Redemptions	248,688	.5%
Total Budget	$52,124,696	100%

Preparations for the Fiscal Year 1976-77 Budget began December 9, 1975 when the City Council approved the schedule for the budget process. Key dates are February 27, 1976 when City departments and community agencies submit their requests to the City Manager, and May 1, 1976 when the City Manager submits the tentative FY 1976-77 budget to the City Council.

Following the City Manager's submittal of the budget to the City Council, the Council itself will hold departmental reviews of the budget, public hearings, and workshops. The specific schedule for these meetings will be designated at a future date.

Continued from first page

Judged alone, the Traffic Management Plan is frought with problems. Judged in the context of a beginning attempt by a small municipality to deal with a nationwide dilemma, the effort is significant. The City has taken an unprecedented course and governments and individuals across the nation are waiting to see what will happen.

Some benefits are beginning to be felt. Neighborhoods with restricted traffic are quieter, more livable. Property values will tend to increase and owners may find renewed interest in maintenance and rehabilitation. A sense of community can begin to develop.

By taking its commitment of reduced auto usage seriously, Berkeley also may be one of the first in line to receive federal transit dollars–an essential key to the implementation of the broader Transit Development Project.

The plan's six-month trial period began December 1, 1975. Berkeleyans have until May 31, 1976 to determine whether the Traffic Management Plan is a viable alternative to the problems engendered by the American "dream machine." Within this time, modifications will be made in the plan as deemed necessary by the Planning Commission–the citizen advisory body responsible for policy decisions relative to the plan.

Already the Commission has received over 900 letters from citizens concerning the plan. Each letter received is cataloged by neighborhood and evaluated by Commission members for possible changes in the plan. Unforeseen problems of safety or severe restrictions in maneuverability are being addressed immediately.

Citizens with strong concerns about the Traffic Management Plan are encouraged to address them to the Planning Commission, 2030 Milvia Street. Letters that are well thought out and offer viable alternatives are greatly appreciated.

Currently, the Comprehensive Planning Department is preparing a mailer to go to every resident in Berkeley which further explains the plan and which includes a map locating the various traffic control devices. Further, a citywide poll of residents, either by mail or by June ballot, is being considered.

Beyond these procedures, which are being initiated by the City, a group of citizens is circulating petitions which, if successful, would put the entire question of traffic control devices to the public as an initiative measure on the June primary ballot.

Whatever the outcome of these measures, it is clear that the Traffic Management Plan has raised the community's consciousness concerning the automobile. Whether it succeeds in its broader goals of reducing automobile usage and encouraging alternative forms of transportation can only be determined with time.

What happens in Berkeley in the next few months may well alter the course of transportation programs throughout the country.

THE TRANSIT DEVELOPMENT PROJECT - A Companion Plan

As indicated in the above article, the Traffic Management Plan is but one aspect of Berkeley's efforts to deal with the full range of transportation issues. The next edition of the Quarterly Newsletter will examine in detail the Transit Development Project, its companion plan.

The transit study, currently nearing completion, will outline the development of local transit networks within Berkeley with link-ups to BART and AC Transit.

PDCA CHART

Source of Funds	Division Operation*	Community Agency Funding	Total
General Fund	$ 83,698	$568,600	$ 652,298
CSA (BCAA)	36,500	413,000	449,500
CDRS	121,900	-	121,900
CETA	**	-	-
Model Cities***	-	-	-
Total	**$242,098**	**$981,600**	**$1,223,698**

* *Includes staff as well as all support costs.*
** *Provides three staff persons.*
*** *Monitoring responsibilities for $230,876 reprogrammed Model Cities surplus funds.*

SCHEDULE OF COUNCIL MEETINGS, PUBLIC HEARINGS AND WORKSHOPS

All meetings are held on Tuesdays and commence at 7:30 p.m.

February

Workshop	February 3, 1976
Regular Council Meeting	February 10, 1976
Public Hearing	February 17, 1976
Regular Council Meeting	February 24, 1976

March

Workshop	March 2, 1976
Regular Council Meeting	March 9, 1976
(Congressional City Conference–March 14-16, 1976)	
Regular Council Meeting	March 23, 1976

April

Workshop	April 6, 1976
Regular Council Meeting	April 13, 1976
Public Hearing	April 20, 1976
Regular Council Meeting	April 27, 1976

PDCA --A NEW DIVISION WITH A BROAD MISSION

The Program Development and Contract Administration (PDCA) Division of the Recreation, Parks and Community Services Department is one of the new divisions created with the reorganization of the City administration January 1, 1975.

Perhaps the division's most well-known responsibility is the administering of all City contracts with community agencies. In addition, it carries the broad charge of developing new programmatic approaches to the delivery of social and community services in Berkeley.

At the present time, the division has five primary units that together carry out its charge in a comprehensive and responsible fashion.

Administration. The administrative unit consists of one Division Chief, the Secretary to the Division Chief, and two clerical persons. Only the Division Chief is funded through the General Fund. Two of the others are funded by CDRS, and one through CSA funds. In addition to overall supervision of the division, this staff is responsible for:

- Budget preparation
- Developing a management information system
- Training of division staff and community agency staff
- Preparation of Council reports
- Staffing the Human Relations and Welfare Commission
- Staffing the Berkeley Community Action Agency (BCAA).

Program Planning. This unit handles the first phase of the community agency funding process, including:

- Social needs assessment
- Developing the BCAA work program
- Designing the evaluation format.

Program Development. Activities of the second phase of the process include:

- Identifying grant sources
- Assisting with development of proposals
- Reviewing applications
- Developing the contracts
- Developing two CDRS funded projects: National Welfare Rights Organization and West Berkeley Crime Diversion.

Contract Administration. The third phase occurs after the signing of contracts and involves:

- Ongoing monitoring of contracts
- Year-end evaluation of performance.

The workload of these three units indicated above is shared by one person funded from General Funds, and five funded through CDRS. They are assisted by three persons funded through CETA whose positions will expire in April 1976. (Three other CETA-funded employees have been successfully placed in permanent positions outside the division.) All the staff provides technical assistance, information and referral services to community agencies and other City units on an ongoing basis. They serve as liaisons to various interdepartmental projects and committees having social implications, and are responsible for developing special projects. Up to the present time, they have also supported the citizen participation activities of the Model Cities Board.

PDCA contd.

Fiscal Management. This unit of three persons, two of whom are funded through CDRS, and one through CSA, provides support to other staff in the areas of:

- Budget control
- Contract accounting
- Bookkeeping
- Fiscal Reporting

In addition, this unit monitors all Model Cities carryover funds.

The PDCA Division administers a total of 49 contracts whose funding amounts are close to $1 million. Some 300 proposals were reviewed this year. The division was able to provide, where necessary, intense and in-depth contact between division staff and funded groups to resolve administrative and programmatic problems.

In order to perform their job duties, staff have participated in one two-day and another three-day training session and in University and State-sponsored classes, plus weekly two-hour staff meetings. In addition, division staff have conducted a day-and-one-half training workshop for fiscal and program staff of community agencies.

The budget breakdown of the division is as follows:

After less than one year of operation, the division is well on its way to full implementation of administrative and operational systems and procedures. This second year should see, with the maintenance of an adequate staff level, even more thorough provision of services to community agencies as well as the entire City organization.

Berkeley Opens Govt. Access Channel

With the purchase of a video modulator, the City of Berkeley became the first local government in Northern California to utilize the capabilities of cable TV to open a government access channel.

This channel, when fully functional, will broadcast a wide range of programs relative to Berkeley government, including live telecasts of all City Council meetings.

Those Berkeley residents with cable TV can view the new City broadcasts on Channel 11. Check the local newspaper and future issues of the Quarterly Newsletter for programming times.

Park Purchase

The City of Berkeley is currently in the process of purchasing Codornices Park and the Berkeley Rose Garden from the East Bay Municipal Utilities District (EBMUD) for $69,000. The purchase is made possible by the passage of Proposition 1 in the spring of 1974.

Officially known as the State Beach, Park, Recreational and Historical Facilities Bond Act, Proposition 1 allocated $90 million on a statewide basis to allow cities to purchase such available lands as fit the Act's requirements. Based on population, Berkeley's share was $388,000.

Codornices Park is located across from the Rose Garden on the corner of Euclid and Eunice. It is a spacious, partially wooded area with trails, picnic tables, barbecue pits, and a large playground area. Under the direction of the Live Oak Park District, Codornices has a supervised children's recreation program six days a week.

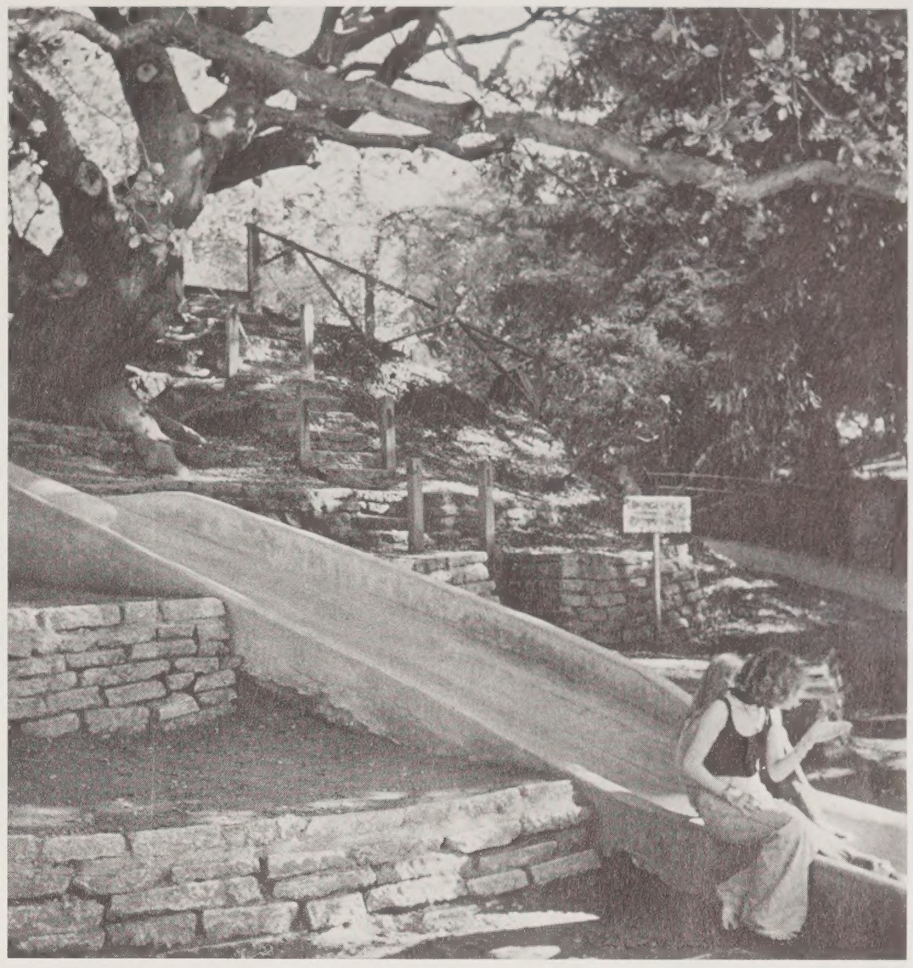
Originally designed as a project for the depression work program, the Rose Garden has been cared for by the City's Recreation, Parks and Community Services Department for many years. It is one of only 23 official testing and display sites for All-American Rose Selections in the nation.

RACISM

A CITY CONCERN; A COMMITMENT TO CHANGE

The Rainbow Sign is a spacious, multi-faceted cultural center situated on the corner of Grove and Derby Streets. On Thursday, December 11, it was the site of an all-day workshop on racism held for and by employees of the City of Berkeley. The purpose of the workshop was to outline a plan of action that would help to eliminate racism in Berkeley and further build the sense of humanity and community that exists in this City.

This workshop on racism had an interesting history of development. Beginning in early 1975, heads of the City departments began meeting regularly as a group. The purpose of this group was to deal directly with the problems that naturally evolve in bureaucratic settings. It was felt that by raising the levels of trust and continuing the effort of dismantling departmental kingdom walls, the difficulties of departmental interactions could be kept to a minimum and the quality of service offered by the City significantly improved.



This creative use of space is part of Codornices Park

In June, the group began to deal with institutional racism as it exists in Berkeley. Their work is continuing and at present they are in the process of putting together plans for action.

City employees aware of the department heads' efforts met with the City Manager in late October. It was their belief that many people employed by the City were willing and able to address the issue of racism in a positive and creative manner. As a result of their discussion, a meeting was held in November of City employees who were interested in racism as it affected them and the services they provided. Persons present at that meeting proposed holding a workshop to develop a plan of action for dealing with racism and its consequences.

Toward this end, the workshop was broken down into seven mini-workshops, each of which emphasized a shifting of priorities. Two examples are: Workshop #5 entitled "From an Emphasis on Changing Interpersonal Relations -- To Achieving Change in Power Relations;" and Workshop #7 entitled "From Assuring Equal Opportunity – To Creating an Equitable and Just Environment."

The mood and goals of the workshop seemed best illustrated by Dr. Harry Edwards of the University of California, who during the course of his opening remarks asked, "What kinds of environments, what kinds of professional and personal relationships are optimally desirable so that the City can deliver services to the best of its abilities?"

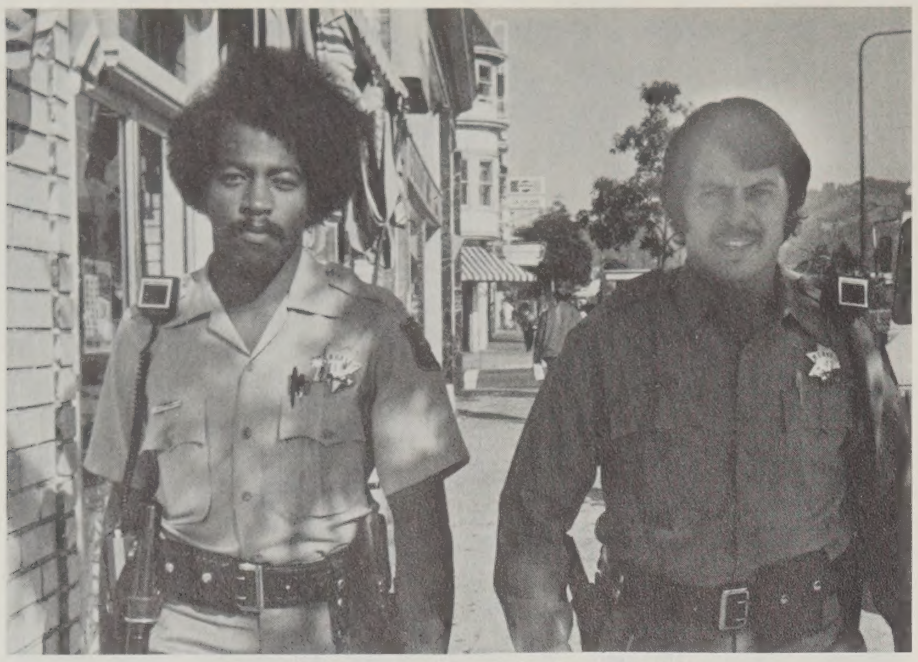
As of this writing, an ad hoc committee is in the process of drafting a summary of the outcomes of the various mini-workshops. Discussion and approval of this draft will occur at a subsequent workshop.

There appeared to be a consensus by the group that efforts begun in the workshop should not be abandoned, but should be pursued and translated into viable continuing activities. Participants also felt that clearer communications and broader access within all levels of City government were a necessity both for City employees and the community the City serves.

Implementation of a plan for action to be developed by the group will be initiated immediately by the City Manager, and continued on an ongoing basis.

As is readily apparent, institutional racism affects more than department heads or City employees in general, and the roots and parameters of such effects extend much further and much deeper than the purview of any single city government. The thread of racism is woven brazenly and subtly throughout the fabric of America. Like poverty it seems always with us and like poverty and the despair and deprivation it brings, racism should be fought incessantly and wisely.

Employees of the City of Berkeley believe in this fight and are working to create in Berkeley an environment which is conducive for the growth process of all citizens.



Officers Will Pittman and Dennis Cataleta on the beat.

FOOT PATROL

A nuisance is not necessarily a menace. Often the ability to distinguish between the two and act accordingly is an important facet in the fine art of human interaction. Police officers Dennis Cataleta and Will Pittman daily exhibit their mastery of this art as together they work the foot patrol beats of Adeline and Sacramento Streets in Southwest Berkeley.

In August of 1973, the City Council approved the budget for a foot patrol detail for the entire city. At present there are six beats: one on San Pablo Avenue, one on Shattuck, one on Telegraph, one covering senior citizens' centers along with other areas, and the two worked jointly by officers Pittman and Cataleta.

In setting up the detail on Adeline and Sacramento Streets, Sgt. Mike Reppas of the Berkeley Police Department went into the community areas to find out what the real problems were. In meeting with neighborhood residents and merchants, he found that the greatest concerns were with public drinking, public gambling and loitering. These kinds of activities discouraged people from shopping in the area and increased the difficulties of local residents.

Consequently, as the officers now make their rounds, their primary goal is to provide a visible positive image which aids in the maintenance of social order and helps to curb illegal public behaviors.

As Cataleta and Pittman walk they converse with people on the street, stop to visit with merchants, and in a convivial way see that the laws of the City are enforced. Often they serve as a clearing-house for complaints and information, providing arbitration or assistance where they can.

Their duties include the surveillance of two banks on Adeline. Each one is checked three times daily at irregular intervals. Before the foot patrol detail, each bank had been the victim of armed robbery attempts, but during the two and a half years of the foot patrol's existence they have had no robberies. There has also been a noticeable slackening of swindles and other bunko activities.

Normally, the officers cover Adeline between Fairview and 63rd. They then take the police van to Sacramento, patrolling the connecting streets as they travel, and work Sacramento between Ashby and 67th. This routine is repeated for the duration of their eight hour shift.

The sections of Adeline and Sacramento covered by Pittman and Cataleta are not primarily residential, therefore the majority of people the officers establish contact with are merchants, business employees, and people around the streets. A neighborhood resident, unless he or she works in the area, is not likely to develop continuing interactions with the officers. But it is these kinds of interactions the officers develop as they work that enable citizens to carry out their normal activities in a peaceful, non-threatening atmosphere.

Though seemingly similar, the Adeline and Sacramento beats have very strong differences. There is a greater sense of vitality on Adeline; merchants offer a larger variety of goods and services. The people who drift on the street are older, more subdued, more beaten than beating.

Sacramento is tougher, has more bars and pool halls. Here drugs are a problem; the sense of danger, the sense of inner turmoil are more acute. People on the corners are younger, have the intensity of youth but few channels for positive energies.

But regardless of the area, the officers are met with acceptance and respect. As Patrolman Pittman describes it, "If they don't know you, they'll try you to see where you're coming from. But when you know them and they know you, there's not as much trouble. We can both be nice; there's mutual respect."

SAN PABLO AVE. "CATCHING UP"

Twenty years ago San Pablo Avenue and University Avenue looked very much alike. But since that time progress has tended to the needs of University Avenue more faithfully than to those of San Pablo. To rectify this situation, the City's Department of Public Works has begun work on the San Pablo Beautification Project.

This project, which was started in October of 1975, is designed to landscape and generally improve San Pablo Avenue from border to border. To get an idea of how San Pablo will look after the Beautification Project is completed, University Avenue serves as an attractive model.

There will be grassy median islands, tree wells and a more effective lighting system. Sidewalks will be redone and an all-new asphalt surfacing laid down. Several of the major intersections will have brick crosswalks. Many bus stops will be landscaped, have benches, trash receptacles and lighting.

Part of the Beautification Project includes an intriguing experiment devised by the Engineering Division. It involves the usage of water, that is normally wasted, for irrigation purposes. A submerged tank is being built below the Virginia Street Creek to collect water as it runs off. The reclaimed water is then to be used to irrigate median strips in the immediate area.

The San Pablo Beautification Project is scheduled for completion in the spring of 1977.

HIGHLIGHTS OF COUNCIL DECISIONS FOR OCTOBER, NOVEMBER AND DECEMBER 1975

October 8:	Passed City of Berkeley budget.
October 28:	Passed the ordinance regulating the sale of beverages in non-refillable containers, with a $50 penalty for violation, to be effective July 28, 1976. Authorized a lease at 2901 San Pablo for Senior Citizens Health Program.
November 4:	Adopted Municipal Loan Guidelines for Housing Rehabilitation Program and considered the Residential Rental Inspection Program.
November 11:	Exercised the option to purchase the East Bay Municipal Utility District property known as Codornices Park and the Rose Garden for $69,000.
November 19:	Adopted ordinance prohibiting rental discrimination against families with children.
November 25:	Established a Technical Advisory Committee on Economic Development.
December 9:	Requested the City Manager to pursue the feasibility of acquisition of a site for a Senior Center in South Berkeley.

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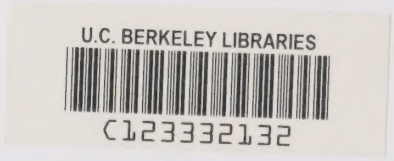

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